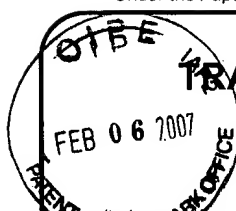


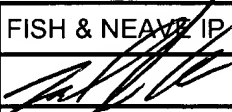
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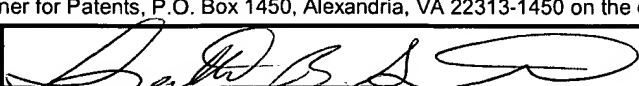
PTO/SB/21 (09-06)

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 TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/823,705
	Filing Date	March 30, 2001
	First Named Inventor	David M. Berezowski et al.
	Art Unit	2623
	Examiner Name	Annan Q. Shang
Total Number of Pages in This Submission	Attorney Docket Number	UV-193

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Supplemental Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): Copies of forty-seven (47) cited references.
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Firm Name	FISH & NEAVE IP GROUP / ROPES & GRAY LLP	
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Date	February 6, 2007	Reg. No. 54,026

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UV-193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : David M. Berezowski et al.
 Application No. : 09/823,705 Confirmation No.: 7437
 Filed : March 30, 2001
 For : SYSTEMS AND METHODS FOR IMPROVED
 AUDIENCE MEASURING
 Examiner : Annan Q. Shang
 Art Unit : 2623

New York, New York 10020
 February 6, 2007

Mail Stop AMENDMENT
 Commissioner for Patents
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 Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 C.F.R. §§ 1.56 and 1.97,
 applicants hereby make of record the documents listed on
 the accompanying Form PTO/SB/08. A copy of the listed
 documents are enclosed.

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4,331,974	05/25/1982	Cogswell et al.
4,536,791	08/20/1985	Campbell et al.
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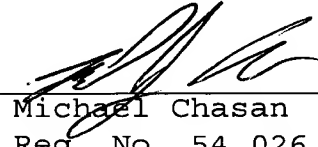
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The aforementioned documents are listed on the accompanying Form PTO/SB/08 (submitted in duplicate). It is respectfully requested that the documents be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted after the mailing of a first Office Action in this application, but before the mailing date of a Final Action, a Notice Of Allowance, or an action that otherwise closes prosecution in this application. In accordance with 37 C.F.R. § 1.97(c), a fee of \$180.00 is due. The Director is hereby authorized to charge payment of this and any additional fees required in connection with this Statement, or to credit any overpayment of same, to

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Respectfully submitted,



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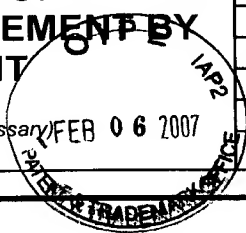
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**SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT BY
APPLICANT**

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Sheet 1 of 9

Applicant Number	09/823,705
Filing Date	March 30, 2001
First Named Inventor	David M. Berezowski
Art Unit	2623
Examiner Name	Annan Q. Shang
Attorney Docket Number	UV/193
Confirmation Number	7437

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		4,331,974	05/25/1982	Cogswell et al.	
		4,536,791	08/20/1985	Campbell et al.	
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		5,515,098	05/07/1996	Carles	

Examiner
SignatureDate
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Sheet 2 of 9

Applicant Number	09/823,705
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Art Unit	2623
Examiner Name	Annan Q. Shang
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Sheet 3 of 9

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Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,666,645	09/09/1997	Thomas et al.	
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		5,724,521	03/03/1998	Dedrick	
		5,734,853	03/31/1998	Hendricks et al.	
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		5,798,785	08/25/1998	Hendricks et al.	
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		5,805,154	09/08/1998	Brown	
		5,808,694	09/15/1998	Usui et al.	
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		5,828,420	10/27/1998	Marshall et al.	
		5,828,839	10/27/1998	Moncreiff	
		5,830,068	11/03/1998	Brenner et al.	

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Sheet 4 of 9

Applicant Number	09/823,705
Filing Date	March 30, 2001
First Named Inventor	David M. Berezowski
Art Unit	2623
Examiner Name	Annan Q. Shang
Attorney Docket Number	UV/193
Confirmation Number	7437

U. S. PATENT DOCUMENTS

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Sheet 5 of 9

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First Named Inventor	David M. Berezowski
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Sheet 6 of 9

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		2002/0059602 A1	05/16/2002	Macrae et al.	
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		EP 0 424 648 A3	05/02/1991	General Instrument Corporation		
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		EP 0 784 405 A2	07/16/1997	Sony Corporation		
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		EP 0 851 681 A1	07/01/1998	Hitachi, Ltd.		

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Art Unit	2623
Examiner Name	Annan Q. Shang
Attorney Docket Number	UV/193
Confirmation Number	7437

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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
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		JP 06-150470	05/31/1994	Sony Corporation		
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		WO 97/49237	12/24/1997	Starsight Telecast, Inc.		
		WO 97/49242	12/24/1997	Starsight Telecast, Inc.		
		WO 98/06219	02/12/1998	Starsight Telecast, Inc.		
		WO 98/17064	04/23/1998	Gemstar Development Corporation		

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